FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00042205 **Type of Permit:** FILMING **Release Date:** 07/25/2011

Production Company PRETTYBIRD PICTURES INC

Insured Company Name PRETTYBIRD PICTURES INC

Contact Phone No. 1 310-315-8700
Contact Phone No. 2
Fax
Address 1823 COLORADO BLVD
SANTA MONICA, California 90404

Production Title 7-UP JOB#1184

Type of Production Commercial - Standard

Producer Kim Shapiro

Director Paul Hunter

1st AD N/A N/A

Production Manager Piazzi Piazzi

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Carrie LA
Primary Phone Mobile - 818-268-0802
Secondary Phone Office - 310-315-8700

Location Assistant N/A N/A
Primary Phone Office - 310-315-8700
Secondary Phone

Fees

Posting 900	$414.00
Posting 1800	$414.00
Notification Charge	$410.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LAUSD STANDARD DEPOSIT	$500.00
LAUSD PARKING MIDDLE SCHOOL FULL DAY	$1,300.00

Total Permit Fee $3,748.00

Number of Locations 2

NOT A PERMIT

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Summary Information — Location

Permit Number F00042205
Production Company PRETTYBIRD PICTURES INC
Insured Company PRETTYBIRD PICTURES INC
Production Title 7-UP JOB#1184

Location Manager Carrie LA
Primary Phone Mobile - 818-268-0802
Secondary Phone Office - 310-315-8700

Location Address 1032 N. Sycamore Ave, los angeles, CA, 90038

Location Type Studio

Film Dates 7/26/2011 - 7/26/2011 06:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document 42205, prettybird.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Extras	2
Spot Check	1

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** D6

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Other Location
929 N Las Palmas Ave, Los Angeles, CA, 90038

Parking Notes
Basecamp: Posting
Crew Parking: Bancroft Middle School, 0600-2200, 7/26

SPOT CHECK PER LAFD WALK THRU

Posting "No Parking" signs E/S Sycamore Ave, Romaine St-Santa Monica Bl

Approximate Footage 601 - 900 **Log Number** 19288

Date(s) 7/26/2011 to 7/26/2011 **Time(s)** 06:00 to 22:00

Posting "No Parking" signs E/S Sycamore Ave, Romaine St-Santa Monica Bl

Approximate Footage 601 - 900 **Log Number** 19357

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Summary Information

Location

Permit Number	F00042205	**Location Manager**	Carrie LA
Production Company	PRETTYBIRD PICTURES INC	Primary Phone	Mobile - 818-268-0802
Insured Company	PRETTYBIRD PICTURES INC	Secondary Phone	Office - 310-315-8700
Production Title	7-UP JOB#1184		

Date(s) 7/25/2011 to 7/25/2011 **Time(s)** 18:00 to 06:00

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Summary Information — Location

Permit Number F00042205
Production Company PRETTYBIRD PICTURES INC
Insured Company PRETTYBIRD PICTURES INC
Production Title 7-UP JOB#1184

Location Manager Carrie LA
Primary Phone Mobile - 818-268-0802
Secondary Phone Office - 310-315-8700

Location Address 6701 Orion Ave, Los Angeles, CA, 91406

Location Type Private Residence

Film Dates 7/27/2011 - 7/27/2011 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Extras	9

Filming Activities Interior and exterior dialogue; Stuff on sidewalks in front of location;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 531 **Grid:** G6

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking
Base Camp 15430 Erwin St, Los Angeles, CA, 91411
Location Type : Other Location
Crew Parking 15430 Erwin St, Los Angeles, CA, 91411
Location Type : Other Location
Parking Notes
Basecamp/Crew Parking: MTA lot "Sepulveda Orange Line Station"

OK PER HERMAN HAGAN, 213-718-8762

Posting "No Parking" signs W/S Orion Ave, Vanowen St. - Haynes St.

Approximate Footage 1501 - 1800 **Log Number** 19289

Date(s) 7/27/2011 to 7/27/2011 **Time(s)** 07:00 to 22:00

NO PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Pretty Bird ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 10/15/10

Representative's Signature

Carrie L.A.

Representative's Name (Please Print)

Representative's Title (Please Print)

Pretty Bird Prods.

Name of Principal (i.e. company name) (Please Print)

1008 Amalfi Dr.
LA. CA 90272

Principal's Mailing Address (Please Print)

310-459-2904

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT